

C.W. Page Co
means
Best
in
Advertising Service



VOL. I.

FRIDAY, FEBRUARY 27, 1920

NO. 3.



Aragon
means
Best
in
Coffee Tea Rice

Richmond Advertiser's Club

Ad Club Adlets

FOR REAL SERVICE IN
MULTIGRAPHED LETTERS, ADDRESSING, LIST COMPILING, MAILING.
HILL'S LETTER SHOP
DIVISION
HILL DIRECTORY CO.
INCORPORATED
Phone Mad. 3375. 823 Mutual Bldg.

Virginia Engraving Co., Inc.
Photo-Engravers
Artists and Designers
8 and 10 North Eleventh St.,
Phone Randolph 318.

STOCKS, BONDS, NOTES
Eugene R. Jones & Company
Investment Securities
507 East Main Street,
Phone Madison 717.
"Flicker Service."

Bixby's Letter Co.
"Circular Letters Encircle the Globe"
Multigraphing
Addressing
Form Letters
Mailing Lists
28 North Eighth Street.
Phone Randolph 1886.

TAX PAYERS
March 15th is the last day for filing Federal Tax Returns.
Our TAX DEPARTMENT is in a position to render you a real tax service in the preparation of Federal and State Tax Returns.
Pullen, Henderson, McKinney & Co.
Certified Public Accountants
Richmond, Va., Lynchburg, Va., Raleigh, N. C.

SAUER'S
PURE FRUIT
FLAVORING EXTRACTS
BEST BY EVERY TEST
17 HIGHEST MEDALS
Largest Selling Brand in U. S.
C. F. SAUER CO., RICHMOND, VA.

MORRIS HUNTER
ELECTRICAL
Contractor and Dealer
Phone Mad. 7832.
113 North Eighth Street,
Richmond, Va.

This Space
Reserved for
COTTRELL SADDLERY CO.
WATCH IT

Phone Madison 3691
"We Aim to Please."
SCHER'S
RESTAURANT AND
LUNCHEONETTE
100 N. Third Street.

Presentation Gifts
of
Distinction
Buchanan's
JEWELERS.
Est. 1885. Broad at Third.

better have
WHITTET
print it.
WHITTET & SHEPPERSON
Printers
Eighth St., between Main and Franklin
RICHMOND, VA.

Insurance
All Lines
Surety Bonds
All Forms
Guaranteed Rates and Service
GIBSON, MOORE & SUTTON, Inc.
308-9-10 Mutual Building.

We Want You on Our Books
We Will Do Anything a Good Bank or Trust Company Can Do for You.
Resources, \$12,000,000.
First National Bank
The Oldest Bank in Richmond.
Interest in Savings Department Begins the First Day in Each Month.
Why Not Rent a Safe Deposit Box?

COMMERICAL
ILLUSTRATORS
ADVERTISING
ART
RAND. 2942

The Oldest Agricultural Journal in America.
Circulation, Over 100,000
Established 1840
The Southern Planter
Semi-Monthly
Offices: 28 North Ninth Street.
P. O. Drawer 1236
Richmond, Va.

D. A. PRENTISS
310 West Broad Street.
Grant
Oldsmobile
Saxon
COLUMBIA STORAGE
BATTERIES.
Phone Randolph 409.

Kline Kar
Southern Beauty Perfection Six
Made at Home
KLINE KAR SALES CO.,
605-613 West Broad Street,
Richmond, Va.

"Fellow-Members"

We have with us today.
Dr. J. R. Geiger, of William and Mary College, who has already created wide comment by his practical lectures on Applied Psychology, "Psychological Tests in Relation to Employment Problems," is the topic of today's lecture. This is a subject of more general immediate use to us than any that has preceded it. The elimination of errors in our employment problems gets under the skin of every one of us. So you will be on hand and COME EARLY!

With Luck,
\$1,000 Today
Hamilton Field will present to the lucky early comer a life policy in the Provident Life and Trust, of Philadelphia, with premium paid for one year.
Here is a premium which, if won, must certainly prove valuable to any of us in the end. Come early!

Last Week
Mr. Knight's subcommittee, Messrs. Holloman, Speed and Speed, came away with honors in securing for Friday's meeting addresses by John M. Miller, Jr., and Mayor Ainslie.

John M. Miller, Jr., gave the club just the kind of broad view that you'd expect from him. Reminded us of the character possessed by Richmond, as a city, as a manufacturing center and as a jobbing center, in the eyes of the Virginians, the Carolinians, Eastern Tennessee, Georgia and Florida. A message which promises profits to the enterprising Richmond advertiser.

Editors This Week
L. H. JOHNSON (Chief)
E. H. DAPPRICH
C. A. NORMAN
W. FLEET KIRK
FREDERICK H. SPIGEL
R. L. NEWTON
H. C. WAINMAN
E. C. GILMAN
OFFICERS OF THE CLUB
E. N. Ezekiel, President
M. S. Knight, Vice-President
Raymond Massey, Secretary
G. G. Frank, Treasurer

Board of Directors—E. N. Ezekiel, president; M. S. Knight, Vice-President and Chairman Program Committee; Raymond Massey, Secretary; G. G. Frank, Treasurer; Irving Greentree, Chairman Vigilance Committee; W. M. Anderson, Chairman Membership Committee; S. T. Leaning, Chairman Advertising and Publicity Committee; R. McLean Whittet, Chairman Finance Committee; Russell L. Whitaker.
Address communications relating to membership and club affairs to Raymond Massey, Secretary, P. O. Box 233.
Address communications, contributions or suggestions for Ad Club Adlets to S. T. Leaning, Chairman Publicity Committee.

Since the appointment of this committee one of its most valued members has answered the inevitable summons and forever laid aside his life's work.
On February 4th our associate, A. J. Brent, in the fullness and flower of his vigorous, useful manhood, died, after an illness of only a few days. In his death his family has suffered an irreparable loss, the Advertiser's Club a beloved member, the city of Richmond a sterling citizen.

Advertising Pays Its Own Bills
By larger sales & profits
Mr. Charles F. Saunders, of Mallory, Mitchell & Faust Co., Chicago, sums up in a few words how it is done: "First, advertising multiplies the demand—as a result, the manufacturer can produce his goods at a smaller margin of profit per article. Result—the dealer gets a better product at lower price and can sell more. And the public buys the advertised superior article at a price as low or lower than the unadvertised brand."

Clothing Prices To Soar Higher
Popular-priced suit to cost \$60.00
—Says W. Fleet Kirk
Clothing prices will continue upward this spring, W. Fleet Kirk, President of the Virginia Association of Retail Clothiers, announced today, explaining steps taken by the association to assist Attorney-General A. Mitchell Palmer in combating the high cost of wearing apparel.

The causes of high prices are beyond the control of the retail dealers, Kirk declared, but members of the association are preparing to hold further price advances to the minimum, at the sacrifice of their own profits.
Popular price suits, which sold before the war at \$25.00 and now retail at \$50.00, will bring \$60.00 or more this spring, Kirk said.

Talk to the people about your store, your merchandise, your organization, your policy, your aims and ambitions.
They have a right to know what kind of store yours is—They want to know.
If you are in business to grow and to prosper—get close to the people. You can't make friends by looking straight ahead and going your own way. Give your business a body and soul—make it human—and the always responsive "human" will thrust their dollars upon you.

Open wide the doors of Welcome—Talk, Smile and ADVERTISE.
"How Best to Apply Pictorial Art to Advertising."
By Ben Nash,
Director of Service, Frank Seaman, Inc. Mr. Nash treats this subject in a forceful and simple manner. If you haven't read this article, fellow-members, you're missing something good.
Associated Advertising—February.

Boys, Remember the Date, June 5th!
We'll all meet at the C. & O. "On-to-Indianapolis Special" leaves at 1:00 P. M.
The official family of the A. A. C. of W. are expecting 5,000 registrations. How many of our club members will register for Richmond? Just like as not, there'll be 100 or more; so better send your name along to Brother Jack Habbitt Wardley, chairman of the Convention Committee. He may not be able to give you "lower 10, next to the ice box," but you'll get the next best if you'll come back quick!" and say the word "GO!"

Many Are Called But Few Are Chosen
There is perhaps no other calling, profession, vocation or position that calls for such extensive qualifications as that of the advertising man.
The advertising man is expected to and should know "a whole lot about everything." He should know his community. He should know every article or service connected with his work. In addition to possessing unusual knowledge of those things which pertain to his work only in a limited degree. He must possess a goodly portion of the personal qualities which are found moulded into the life and habits of almost any successful business man, and above all, he must STUDY.
This is necessary because the advertising man is called upon to reach every market possible for his goods. To do this he must be able to appeal to all classes, and it takes individuality and personality and first-hand information to successfully accomplish this end. Such requirements demand that the advertising man approach perfection more closely than is demanded in most other fields of endeavor.
In addition, the advertising man should possess a commercial instinct and love trade for the joy of it. These he may develop to a high degree if he finds himself interested in his work. They are the natural product of his honest endeavor.

A Missing Link
After all is said in regard to honest, square-up advertising, there still remains in the publicity of some retail stores something to be desired. It is a "missing link" between merchant and customer and, seemingly, it exists solely because of a certain inefficiency among individual employees of the store which takes form in the failure of these employees to read the daily advertisements of their own stores and those of competitors. They fail utterly to keep themselves posted as to what is going on—either at home or abroad.
What do your customers think when they discover this "missing link"? Can it be restored?

Irving Greentree
Hiding the High Balls
If the Editors this week have made statements contrary to the facts in the case, JUST REMEMBER that one of our committeemen, Irving Greentree, Chairman of the Vigilance Committee, was knocking the ball and boosting Richmond at Southern Pines, N. C.

The Ediphone
BROADWAY OFFICE SUPPLY CO., 726 East Main Street.

STEREOS and MATS
Ad Club Members can get quickest and best service in our modern plant.
VIRGINIA STATIONERY CO.,
Mfg. Dept. Ninth and Cary.

SEAT COVERS?
Yes, and tailor made. Also any kind of closed car upholstery. Tops and Curtains, with Plate Glass Lights.
Best materials and workmanship.
Auto Top & Trimming Co., Inc.
Rm. 633. 1016 W. Broad.

ALL THE NEWS
Of the City, State, Nation, and the more important events of world-wide interest, every morning in the year, briefly told for busy readers.
The Times-Dispatch

Nothing Like It—

HONEY FRUIT GUM
Deliciously Different
Made in Richmond—Sold Everywhere.
FRANKLIN CARO CO.,
Richmond, Va.

Better Printing—Better Advertising
The Shop of Better Printing
Garrett & Massie, Inc.
1300-11 E. Franklin Street
Madison 7394

The Best Stenographer in the World
So say all users of the Ediphone System. We will gladly install in your office, on your own work, on a result proving basis.
The Ediphone
BROADWAY OFFICE SUPPLY CO., 726 East Main Street.

STEREOS and MATS
Ad Club Members can get quickest and best service in our modern plant.
VIRGINIA STATIONERY CO.,
Mfg. Dept. Ninth and Cary.

The Firms Who Are Wise
AD-VISE
"Printing of Distinction"
For Results
Brown Print Shop
Where Governor Street Meets Franklin, Richmond, Va.
Phone Madison 1896.

Good for the Eyes
The S. **GALESKI** Optical Co.
Main & 8th Sts. 223 E. Broad St.
Kodak Headquarters.

We Think as well as print TRY US
Williams Printing Co.
11-13-15 N. Fourteenth St.
Phone Madison 989

American Audit Company
PUBLIC ACCOUNTANTS.
Richmond Branch, Room 214 Amer. Nat'l Bldg Bldg.
CONSULTING ACCOUNTANTS, Audits, Business Systems, Examinations, Cost Systems.
Home Office, 100 Broadway, New York.
ALLAN TALBOTT Resident Mgr., Phone Randolph 961.

For Best Work and Satisfaction Go to
Southern Auto Repair Company, Inc.
920-922 West Broad Street,
Richmond, Va.
Madison 6308. Randolph 1960.

Richmond Awning Co.
214 N. Ninth St.
Carry a Full Line of Janitor Supplies Get Our Prices.
Awnings Made to Order.
Phone Mad. 2182

Nails! Nails!
—AT—
Newton-Woodward Hdw. Corp.
The Hardware Store for Everybody
616 East Broad Street.

TRUTH
ROGERS-PEET CLOTHES
Have kept faith with the public more than half a century.
—All Wool, Fast Colors—
NETTLETON SHOES
—Known Quality—
Kirk-Parrish Co.
605 East Broad Street.

FREEMAN ADVERTISING AGENCY, Inc.
HOME OFFICE SEVENTH FLOOR MUTUAL BUILDING, RICHMOND, VA.
Newspaper, Magazine and General Advertising Planned, Prepared and Profitably Placed.
Member: American Newspaper Publishers' Ass'n, Periodical Publishers' Association, Agricultural Publishers' Association, Southern States Ass'n, Associated Ad Clubs of the World.

Virginia Trust Company
The Safe Executor
RICHMOND, VIRGINIA.
Please Remember This—Our Business Is That of Acting as Executor, Guardian and Trustee.
Established 1892—Twenty-Eight Years Ago—for That Purpose.

Telephone 3320-087.
ALLAN SAVILLE & SNEAD, Inc.
REAL ESTATE
SALES-LOANS-RENTS
RICHMOND, VIRGINIA
501-2-3 Va. Ry. and Power Bldg.

Gilding on Glass, Cornice Signs, Show Cards, Bronze, Brass, Nickel and Etched Glass Signs.
Pressed Metal Signs Made in Large Quantities.
Grace Sign Co.
116 North Seventh Street.

The CADILLAC EIGHT
MOTOR CAR CO., Inc.
JONES
Dodge Brothers Cars

Luncheonette
Club Sandwiches a Specialty.
Served at All Hours.
Cigars—Tobaccoes—Soda
Phone Us Your Orders.
Frank Moriconi Co.
Tenth and Main.

Sydnor Pump and Well Co., Inc.
Water Supply Equipment
1310 East Main Street,
Richmond, Va.